

GUIDE TO THE EXHIBIT OF THE TYPO-
GRAPHIC LIBRARY AND MUSEUM OF
THE AMERICAN TYPE FOUNDERS
COMPANY AT THE SECOND NATIONAL
PRINTING EXPOSITION • GRAND CEN-
TRAL PALACE • NEW YORK CITY
APRIL 18 TO 25 • 1914

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TYPOGRAPHIC LIBRARY AND MUSEUM OF THE AMERICAN TYPE FOUNDERS COMPANY

300 COMMUNIPAW AVENUE, JERSEY CITY, N. J.
TELEPHONE, BERGEN 1145




HIS Library contains more than eight thousand books and pamphlets relating to the Art and History of Printing, including examples of the works of the early printers of all countries, and books relating to relief engraving and other arts allied with typography, as well as on journalism. It also contains collections of Prints, Medals, Autographs of Celebrated Printers, and Ancient Printing Appliances. The object is to collect and preserve everything typographic that may instruct or interest printers, by illustrating their art and its history, and to create an authoritative source of information on all matters relating to printing.

The Typographic Library and Museum is open to visitors during the business hours of the Type Foundry. A visit to the Type Foundry and the Library, which are in the same building, is an unfailing source of pleasure to printers and their families, and there are few (if any) who depart without an increased respect for Types and the work of the users of Types from Gutenberg to the present time. All who are interested in typography are heartily welcomed.

HENRY LEWIS BULLEN

Librarian

April 18, 1914



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CATALOGUE OF THE EXHIBIT

The items in this Guide are arranged for the convenience of visitors in the order in which they are displayed. The numbers preceding the items indicate the case or frame in which each item will be found.

1. Bronze Bust of Franklin, modelled by Boyle.
2. Portrait of the Founder of the Typographic Library and Museum, Mr. Robert Wickham Nelson, President of the American Type Founders Company.
3. Ancient Hand Printing Press, at least 172 years old, probably older. On this type of press the finest examples of printed books were executed.

This large wooden printing press is known to have been in use in Middleburg, Holland, by Isaac de Winter, printer, who commenced business in 1767. He inherited his printing business from relatives who were printing in 1742, and how much earlier is not known. In 1780 this press was sold to Willem Abrahams, whose descendants are still in the printing business in Middleburg, and they sold this press to the Typographic Library and Museum in 1912. Willem Abrahams' ledger, in which the entry of the purchase was made, was received with the press, which was in the possession of the Abrahams family 132 years. In the great procession at the coronation of Queen Wilhelmina this press was exhibited as the oldest printing press in Holland.

- a. Elzevir Imprint in bed of above press. The largest book printed by the celebrated family of printers. A law book.

Printed on a wooden hand press of the exact style of the press here exhibited, inked with inking balls of sheepskin. Note the accuracy of impression and evenness of color.

- 3½. Ramage Press, built by successor of Adam Ramage, first press builder in America, established 1795.

This press is the smallest size he made. All the smaller commercial printing was done on hand presses of this size until the introduction of the Ruggles and Gordon treadle platen presses in the early fifties of last century.

4. BLOCK PRINTING: the Method used before the invention of Types.

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| a. The Block. | d. Baren for obtaining the impression by rubbing. | f. Series of prints illustrating all the operations. |
| b. Tools for engraving. | e. Japanese print, illustrating the method of printing in colors, by which method the print itself was produced. | g. Block print in colors on silk. |
| c. Brush for inking. | | |

4. The First Printed Book: A facsimile of the Gutenberg Bible, printed in 1450 in Mainz.

A copy on vellum was sold at auction in New York two years ago for \$50,000.

5. Certificate Philadelphia Typographical Society, Instituted 1802.
6. Aldus Manutius in His Printing Plant, Venice.
7. Franklin at the Court of France, 1778.

8. Poster of Printers' Banquet, New York, January 17, 1853.
9. Horace Greeley, Colored Lithograph.
10. William Lloyd Garrison, Printer. Wood Engraving by E. Kruell.
11. George William Childs. Photograph by Brady, 1857.
- 11½. Bronze Bust of Theodore Low De Vinne.
12. Book Printed by Peter Schoeffer, pupil of Gutenberg, first apprentice of the printer's craft. Clement V. Constitutiones, Mainz, 1476.
Schoeffer invented the mould and method of making matrices which are still in use. The Schoeffer family continued to print until 1796, a period of 346 years.
12. First Roman Types Ever Used. Donatus, Commentarius in Teretum, printed by Wendelin of Spire, Venice, 1469.
12. First Roman Types Used in Germany; also the first book in which a wood engraving was printed with types. Isidorus, Etymologiarum, printed by Ginther Zainer, Augsburg, Germany, 1472.
The book is opened to show the wood engraving.
13. Archibald Binny (1762-1839), type founder in Philadelphia, 1796-1815.
14. James Ronaldson (1768-1841), type founder in Philadelphia, 1796-1822.
15. David Bruce (1770-1857), printer and type founder; inventor of mahogany blocks and first plate-shaving machine.
16. Old New York Printing Offices and Press Manufactories.
17. Pictures of Old New York Printing Offices.
18. Old Philadelphia Printing Plants and Type Foundries.
19. The First Great Illustrated Book. The Nuremberg Chronicle, printed by Anthony Coberger, Nuremberg, 1493.
This book has more than 1800 wood cuts.
19. Great Bible, printed by Anthony Coberger, Nuremberg, 1480.
19. The Cologne Chronicle, printed in Cologne, 1499.

The earliest book in which a valuable historical reference is made to the invention of printing. The reference is on page 312, which may be translated thus: "In the year of our Lord known as MCCCCCL, which was a golden year, the people began to print, and the first book printed was the Bible in Latin, and it was printed with a larger type than that they print missals with. Although this art has been invented in Mentz, viz., the style now commonly used, the prototype of it, however, was found out in Holland, for the Donates, which were printed there long before. Moreover, the first inventor of printing has been a citizen of Mentz, and he was born at Straissburch, and was named Sir Johan Gudenburch."

20. David Bruce, Jr., (1801-1892), inventor of the type-casting machine.
21. Samuel Nelson Dickinson (1801-1848), who established the Dickinson Type Foundry, Boston.
22. Original Drawing of Printer's Appliances, drawn in 1694, with the copperplate reproduction of same year.
22. Three Views of Ancient Printing Plants.
23. First American Engraving of a Printing Press, engraved prior to 1792.
23. Portraits of Early American Printers, etc.
24. First Beautiful Roman Types. The Eusebius, the first book printed by Nicolas Jenson, Venice, 1470.
The highest authorities agree that Jenson created a Roman design of unsurpassed beauty. Jenson's work excelled all the printers of the fifteenth century.
24. First Text (Gothic) Types of Jenson. First used in this book, St. Augustine, Of the City of God, Venice, 1475.
This book is in the original beautiful binding and is here seen in the exact condition in which it left Jenson's printing plant.
24. Jenson's Last Book. Boniface VIII, Decretals, printed by Nicolas Jenson, Venice, 1479.
These beautiful text types were cut by Jenson in two sizes. The typography of this book approaches perfection in the disposal of the white spaces, and the margins are also beautiful, although slightly reduced in rebinding.
25. James Conner (1789-1861), type founder.
26. Augustus Philip Ladew (1811-1881), established St. Louis Type Foundry, first west of the Mississippi, in 1848.
27. Portraits of Distinguished American Printers.
28. Portraits of Distinguished American Printers.
29. First Italic Types. Lucianus, printed by Aldus Manutius, Venice, 1501.
29. First Books printed by Paul Manutius, son of Aldus, in his printing plant in Rome. Three separate works in the same format are in this volume, all by Theodoretus: In Visiones Danielis, In Cantico Canticorum, and in Ezechilem Prophetam, printed in Rome by Paul Manutius, in 1562, 1563 and 1564.
Very beautiful types, admirably used.
29. Ratdolt's Roman Types. Eusebius Chronicon, printed by Erhard Ratdolt, Venice, 1483.
Ratdolt was distinguished by his initials and borders and use of reds. This is a rather ordinary specimen of Ratdolt's art, but good nevertheless.

29. Ratdolt's Text (Gothic) Types. *Astrolabium Planum*, printed by Erhard Ratdolt, in Augsburg, in 1488.

Beautiful types in well proportioned pages, the front margins of which have unfortunately been reduced in rebinding.

29. Book printed by Schoeffer's nephew and successor. *Titus Livius*, printed by Ives Schoeffer, Mainz, 1541.

This book has typographic celebrity because of the preface, written by the printer, in which it is acknowledged that Gutenberg was the inventor of printing. In part, as translated, it reads: "Most Mighty King, may your Royal Majesty graciously receive this work, which first was put into German for your glory, and for the benefit of princes and lords, also the communities and cities of the German nation, and was made up and printed in the worthy city of Mayence, in which city also the wonderful art of printing was first invented by the ingenious Johann Gutenberg in the year of our Lord Christ one thousand four hundred and fifty, and subsequently perfected and permanently established by the industry, expense, and labor of Johann Faust and Peter Schoeffer at Mayence. Wherefore this city shall be praised and glorified (as well merited) for all time not only by the German nation but by all the world, to the fair enjoyment of its citizens and inhabitants."

29. Estienne Imprints. *Dionis Nicaei*, printed in Latin and Greek by Robert Estienne (or Stephani), Paris, 1551.

The initials engraved by Geoffroy Tory. Bound in vellum, which at that period was the lowest priced binding. The Estienne imprints are invariably superior both in contents and typography.

29. Earliest Book on Letter Design. *Champfleury*, written by the distinguished printer and engraver, Geoffroy Tory, Paris, 1829.

30. Baxter Process of Oil-Color Printing, eight examples.

31. Union Printers' Home, Colorado Springs, Colorado.

32. Certificate of Membership New York Typographical Society, instituted 1809.

33. Portrait of Hugh Gaine (1727-1807), with Autograph Receipt Signed.

34. First Specimen Broadside of William Caslon, 1734. This is the only copy known to have survived.

35. Horace Greeley and Staff of the Tribune in the Early Fifties.

Bayard Taylor, Thomas McElrath, John J. Cleveland, Horace Greeley, George N. Snow, George Ripley, Charles A. Dana. A Brady photograph.

36. Stereotype Matrix used in producing the first issue of an American newspaper printed with curved plates, *New York Tribune*, 1861.

37. Horace Greeley.

38. Certificate of Membership Boston Typographical Society, instituted August 25, 1838.



East End of Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J., 1914



West End of Typographic Library and Museum of the American Type Founders Company, Jersey City, N. J., 1914

39. First Daily Paper of New York, "Daily Advertiser," October 13, 1789.
40. First Newspaper West of the Mississippi, "Missouri Gazette," July 26, 1808.
41. "The Independent Advertiser," Boston, February 22, 1748.
42. Benjamin Franklin's Paper, the "Pennsylvania Gazette," October 26, 1761.
43. Inventory of Franklin's Printing Plant, 1766. Autograph inventory taken for Franklin by James Parker, his partner in New York, and also the first printer of New Jersey.
44. First Newspaper in South Carolina, "The Gazette of South Carolina," August 11, 1779.
45. Autograph Letter of Benjamin Franklin engaging David Hall, printer, July 10, 1743.
Hall became Franklin's partner in 1844.
46. The First Newspaper in Salem, Massachusetts, "Essex Gazette," November 1, 1768.
47. First Issue Boston Evening Transcript, July 24, 1830.
48. Thomas McKellar (1812-1899), printer-author and type founder.
49. John Kimball Rogers (1821-1888), type founder of Boston.
50. Portraits of Eminent Printer-Authors.
51. Portraits of Distinguished American Printers.
52. Earliest Printer's Text Book. Moxon's Mechanick Exercises; or, The Doctrine of Handy-Works, applied to the Art of Printing, London, 1683.
An admirable, useful work.
52. Earliest German Text Book of Printing. Die Wol-eingerichtete Buchdruckerey (the well-managed printing plant), by Johann Heinrich Gottfried Ernesti, printed by Johann Andrea Endters, Nuremberg, 1721.
A second improved edition was issued in 1733, a copy of which is in this Library
52. Earliest French Text Book of Printing. La Science Pratique de l'Imprimerie, by Martin Dominique Fertel, Saint Omer, 1723.
An admirable, thorough work.

52. Earliest American Text Book of Printing. The Printer's Guide, by C. S. Van Winkle, printer to the University of New York, New York, 1818.

Contains much information relating to wage scale and prices of printing of the period not found elsewhere. Has "Prices of Printing, agreed upon by the Master Printers of the City of New York, at a meeting held the 18th of September, 1815"—an early cost congress.

52. Early French Text Book of Printing, with interesting frontispiece, showing composing and press room of the period. L'Art du Typographie, by B. Vincard, Paris, 1806.

52. First Printing Office. Photograph of the Building in Mainz in which Gutenberg and Faust established the first printing plant.

52. First Picture of a Printing Plant, Paris, 1507; the printer's mark of Josse Badius Ascensius, used in this instance on a title page.

The compositor holds the stick in the wrong hand. This error was corrected the following year.

52. Earliest Formal Picture of a Printing Plant, 1600.

Very rare; only three copies known; one each in British Museum, Bodleian Library (Oxford) and Typographic Library and Museum of the American Type Founders Company.

52. Earliest Picture of Type Founding, 1568.

In Jost Amman's "Omnium Illiberalium Mechanicarum," Frankfurt-on-Main, 1658. A book of supreme interest, containing 132 pictures of the occupations of mankind. The editor places the occupations in the order of their importance. The first is the Pope, the last the beggar. The type founder is sixteenth, following the banker, and the printer is nineteenth.

52. Earliest Picture of Paper Making, 1568.

This is also in Jost Amman's celebrated book, which had its second edition in 1674, of which this is one. The paper maker is twentieth in order of importance, according to the editor.

52. Printing Plant in Germany in 1740.

This is a two-page frontispiece to Johann Erhard Kappen's Text Book of printing and type founding. Buchdrucker-Kunst und Schriftgiesserey, Leipzig, printed by Christian Friedrich Gessner, 1740. An admirable book profusely illustrated.

53. Henry Barth (1823-1907), type founder and inventor of Barth Automatic Type Casting Machine.

54. Carl Schraubstadter (1827-1897), type founder of St. Louis.

55. Portraits of Distinguished European Printers.

56. Portraits of Celebrated Early Printers.

57. First Type Specimen Book. Type Foundry of the Vatican, Rome, 1628.

Previous to 1628 and afterward type founders used broadsides to display types. The earliest known type specimen is the beautiful broadside of Erhard Ratdolt, 1486. Only one copy has been preserved, a facsimile of which is in the Typographic Library and Museum.

57. First English Type Specimen Book. Type Foundry of the University of Oxford, Oxford, 1693.

The book here exhibited is the only perfect copy known. A second but incomplete copy is in the Bodleian Library at Oxford. No other copies have survived.

57. S. P. Fournier's Specimen Book of 1742, issued in Paris.

This foundry was successor in direct line of the first separate type foundry, established in Paris by Garamond.

57. First Specimen Book of Point Body Types, issued by P. S. Fournier, inventor of the system, Paris, 1764.

The point system was first introduced by Fournier in 1734. P. S. Fournier was a cousin of S. P. Fournier, but they operated separate type foundries. The first printed description of the point system is described on pages opened below the specimen book in this case.

57. Caslon's First Specimen Book, London, 1764, issued by William Caslon.

Caslon printed two specimen books in 1764, both of which are in the Typographic Library and Museum, and one of them hitherto unknown. The first specimen of Caslon was a broadside issued from his foundry in Ironmonger Row in 1734. The only known copy of this broadside is in the Typographic Library and Museum.

57. Luce's Specimen Book of 1771, issued by L. Luce, Paris.

A beautiful book.

57. Early Type Founding in America.

a. Descripción del Barreno Ingles, Mexico, 1770. At the foot of the title page is a notice to the effect that the book was printed with types made in the City of Mexico by Francis Xavier de Ocampo, at the expense of the printer, Joseph de Jauregui. It thus appears that type was made in Mexico earlier than in English-speaking North America, a fact that has quite recently been discovered by typographic historians.

b. Geistliches Magazien, printed by Christopher Saur, Germantown, Pennsylvania. No. 12, printed in 1770, has a foot note: "Gedruckt mit der ersten Schrift die jemals in America gegossen worden"—printed with the first types cast in America. This collection of the Geistliches Magazien is believed to be the only one in existence, and until recently was unknown to typographic historians. It settles a controversy which long existed relating to the date of the introduction of type making in North America. The building in Germantown in which type was first cast in this country is still standing. A picture of it is on the walls of this exhibit.

c. FIRST SPECIMEN OF TYPES ISSUED BY AN AMERICAN PRINTER. Facsimile of broadside issued in 1742 by Christopher Saur, Germantown, Pennsylvania. The types were those used in his printing plant, the first to use German types in America. Some historians have assumed that this was a specimen of types cast by Saur, but the discovery of the foot note to No. 12 of the Geistliches Magazien referred to above has proved the fallacy of the assumption.

d. FIRST TYPE FOUNDRY IN NEW YORK. Type Specimen Book of Adam Gerard Mappa, who brought his type foundry from Holland in 1792, and established it in Greenwich Street, near Thames Street, using this specimen book printed in Holland in 1785. He sold his plant to Binny & Ronaldson in 1796, and became agent for the Holland Land Company, which founded Batavia and Barneveld in New York.

e. EARLIEST SPECIMEN BOOK OF AN AMERICAN TYPE FOUNDRY. "A Specimen of Metal Ornaments cast at the letter foundry of Binny & Ronaldson, Philadelphia, 1809." Only two copies have survived, both mutilated.

f. EARLIEST TYPE SPECIMEN BOOK OF AN AMERICAN TYPE FOUNDRY. "Specimen of Printing Types from the Foundry of Binny & Ronaldson, Philadelphia, 1812." Binny & Ronaldson were the first successful type founders in America. Their plant ultimately became world-famous under the title of MacKellar, Smith & Jordan, and is to-day a part of the plant of the American Type Founders Company, Jersey City, where many of the old matrices and moulds are preserved.

58. Master Sculpture of the De Vinne Medal by Brenner.

The actual medal is a reduction from this model, which represents the artist's finished work.

59. Portrait of William Lloyd Garrison.

60. Portrait of William Lloyd Garrison, with Poem by Lowell.
61. FIRST TYPE FOUNDRY IN NORTH AMERICA, established by Christopher Saur, in Germantown, Pa., in 1770.
The building is still standing.
62. Oxford University Press, Oxford, England.
63. Benjamin Franklin's Types. Specimen of Script Type for which punches were cut for Franklin in 1780-1781.
This is the only surviving specimen.
64. FRANKLIN'S TYPE FOUNDRY. Specimen of Types made by Franklin in the type foundry he brought from Paris to Philadelphia in 1785.
This is the sole surviving copy of this interesting specimen. Franklin's Type Foundry eventually came into the possession of Binny & Ronaldson, whose successor is the American Type Founders Company.
65. Bronze Statuette of Coster, prototyper of Holland.
67. First Book printed from stereotyped plates. Sallust, printed and stereotyped by William Ged, inventor of stereotyping by plaster moulds, Edinburgh, Scotland, 1739.
67. First Book Stereotyped in America. The Larger Catechism, stereotyped by J. Watts & Co., June, 1813.
67. First Electrotpe of a Raised Printing Surface. Fig. 63, p. 92 of Davis' Manual of Magnetism, Boston, 1841, was the first electrotpe printed typographically. The electrotyper was John W. Wilcox, and the plant he established is still in operation in Boston.
67. First Book Printed in Canada. Reglement de la Confrerie de l'Adoration Perpetuelle, Montreal, F. Mesplet, printer, 1776.
67. First Types set by Ben Franklin. A sermon delivered by Thomas Prince, M. A., Boston, printed by James Franklin, Boston, 1718.
Early in that year Benjamin began his apprenticeship, and doubtless he tried his prentice hand on this book.
67. First Work Done by Franklin as a Master Printer. The History of the Christian People called Quakers, Philadelphia, 1728.
Franklin tells us that he set the types and his partner did the presswork; also that one evening he pried the form that was ready for the next day's work, and reset it the same night.
67. First Book Printed in German Types in America. Zionitischer Weyrauchs Hugel, printed by Christopher Saur, Germantown, Pennsylvania, 1737.
A 16mo book of 792 pages and 14 pages of index.

67. Relics of Ancient Typography.

- a. THE OLDEST TYPES IN AMERICA. The types in bowl were dug up on the site of a printing plant established in Ephrata, Pennsylvania, in 1742, and are undoubtedly the oldest types in America.
- b. PART OF A COLLECTION OF ANCIENT COMPOSING STICKS; one is dated 1645; all are much worn.
- c. VISORUM or COPYHOLDER, used in 1683. Printers of that time regarded this appliance very seriously. Good old Moxon thus discourses:
"Therefore pricking the point of the Visorum upon the border or frame of the case, about the box, they fold the leaf of copy so as the bottom of it may rest upon the square shoulder near the bottom of the Visorum; then with two pieces of scaboards (reglet), tied together at one end, they clasp both copy and Visorum between these two scaboards, which pinch the copy and Visorum fast enough to keep the copy in its place."—Moxon's *Mechanick Exercises*, 1683.
- d. MOULD AND LADLE FROM LUTHER'S CELEBRATED TYPE FOUNDRY in Frankfort, from which the earlier German printers in America procured their types. The types in bowl are probably of Luther's manufacture. They were cast in moulds of this description, as were all types from 1450 to 1835. Exhibit No. 70 is the model of the first successful type-casting machine, invented by David Bruce, Jr., in 1835. His portrait is exhibit No. 20.
- e. WOOD CUTS OF THE EARLY SIXTEENTH CENTURY, used in Holland in the time of Plantin and the Elzevirs, but undoubtedly not last used by them, if we may judge by their well-worn condition.
- f. STEEL PUNCHES OF ROMAN TYPES, cut in 1764.
- g. STEEL PUNCHES OF SCRIPT TYPES, cut in 1812.
- h. LARGE STEEL PUNCHES of border, corner, and cut of "Escaped Slave."

67. Medals struck in honor of Printing and Printers.

This is part of an extensive collection. There are about 500 typographic medals known.

68. Giant Newspaper. "The Universal Yankee Nation," quadruple edition, Boston, Mass., Sept. 27, 1841, largest newspaper ever printed.

Size each page, 4 ft. x 33½ ins., 14 columns. It has eight pages printed on one sheet of paper 11 ft. 2 in. long by 4 ft. 6 ins. high, and the matter printed on these pages is equal to that printed on 40 pages of a New York daily newspaper. The type used was 8 and 9 point, 14 picas wide. There is a large wood cut of the publication office. The price was 25 cents.

69. Giant Newspaper. "The Constellation," illustrated quadruple sheet, New York, 1859, second largest newspaper ever printed.

Size of each page, 46¼x31½ ins., 13 columns, 8 pages, printed on one sheet of paper 50x35 ins. The type used is 8-point size, columns 14 picas wide. It is profusely illustrated with fine wood cuts. The price was 50 cents.

ON TABLE

70. Model of Type-Casting Machine, invented by David Bruce, Jr., in 1835.

This machine was the first to supersede the hand mould shown in case No. 67.

71. Bronze Statuette of Franklin, seated.

